

AGENCY PORTRAIT

A blurred image of a person in motion, possibly a swimmer or a runner, with a warm, golden-brown color palette. The motion blur is horizontal, suggesting speed.

SPEED

WE BELIEVE THAT EVERYTHING
BEGINS AND ENDS IN MEDIA IN
AN ADAPTIVE WORLD

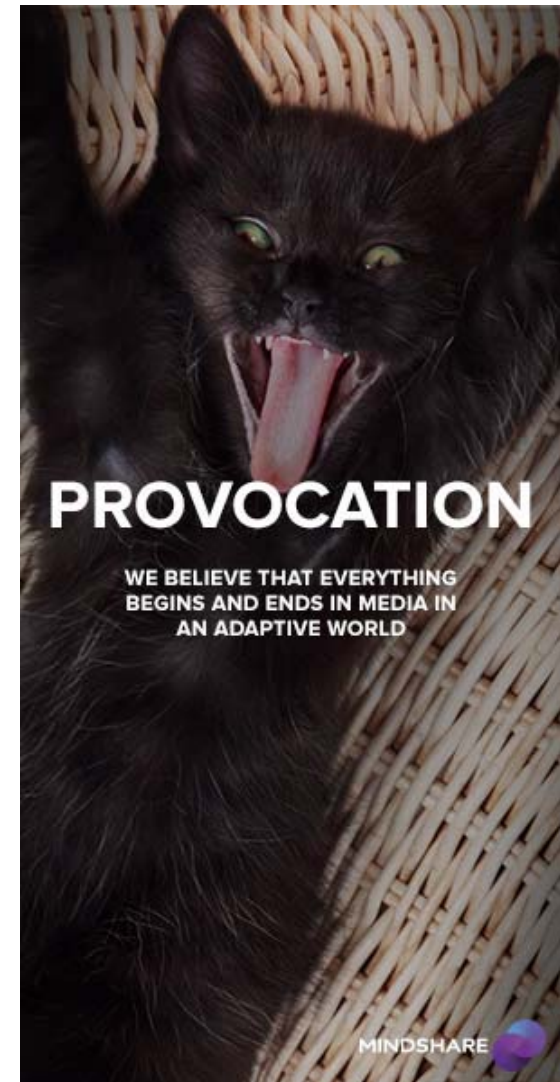
2 MINDSHARE

A collection of many colorful Maneki-neko (lucky cat) figurines. The cats are in various colors (white, black, red, gold) and are arranged in a dense, overlapping group. The background is dark, making the figurines stand out.

TEAMWORK

WE BELIEVE THAT EVERYTHING
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MINDSHARE

A close-up image of a black cat with its mouth wide open, showing its pink tongue and teeth. The cat is looking directly at the camera. The background is a light-colored, woven basket.

PROVOCATION

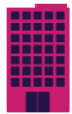
WE BELIEVE THAT EVERYTHING
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MINDSHARE

Mindshare Global



7000+ Mitarbeiter



116 Büros



86 Länder



Mindshare Austria



CEO
Friederike Müller-Wernhart
Mitarbeiter: 65

Billings 2014
EUR 230 Mio. €
Source: Focus MR

Ranking Innovation
2
Source: medianet 2014

Ranking Image
1
Source: medianet Ranking Week 2011

	2008	2009	2010	2011	2012	2013	2014
Billing in Mio.€	114	157	162	169	169	203	230
Rank in Austria	8	4	5	4	6	6	4
Market share in %	4	9	9	9	8	9	9
Online share in %	9	11	14	15	15	16	20
Staff	40	54	58	65	65	65	67

Media Award	Awards	Nominierungen
Seit 2004	9	16

WebAd	Awards	Nominierungen
Seit 2004	22	26



GroupM integrated partner firms centrally located contributing an integral part to Mindshare business activity

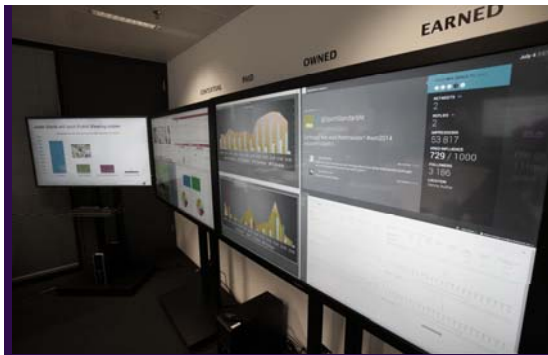
Mindshare Austria

Forschung and PR : MindMinutes®, Facebook and Website





THE LOOP



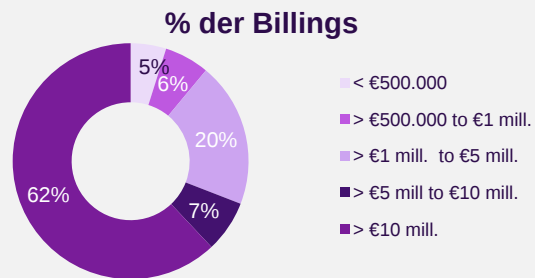
The Loop Room

Leveraging KPIs in Real Time.
Adaptive Marketing in Paid, Owned
and Earned Media Process.

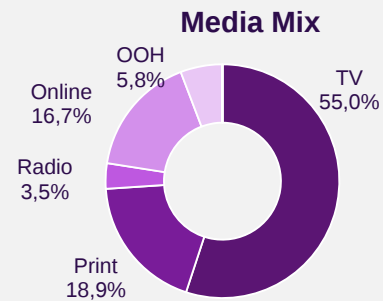
WebAd 2014

Mindshare Austria

Kunden Struktur und Media Mix



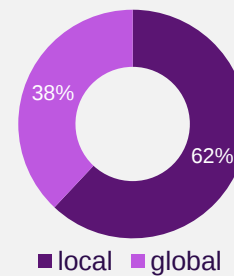
2/3 of 62% are produced by two large clients - avoids a conflict of interest



Kunden Struktur

Budget	Clients
< 500.000 € (incl. Digital Clients)	32
> 500.000 € to 1 mill. €	7
>1 mill. € to 5 mill. €	8
> 5 mill. € to 10 mill. €	1
> 10 mill. €	3

Budget Struktur



Non Profit Clients	since
World Vision	2008
Red Cross	2007
Schmetterlingskinder	2004

Mindshare Austria

Kundenportfolio



Mindshare and WPP

Rank
#1
Globally

28%
Share

\$105 billion

WPP

group^m

MEDIACOM
People First ▶ Better Results

MINDSHARE



ME

maxus

Technology

R&D

Shared
Investments

Content
Distribution

Trading

MINDSHARE



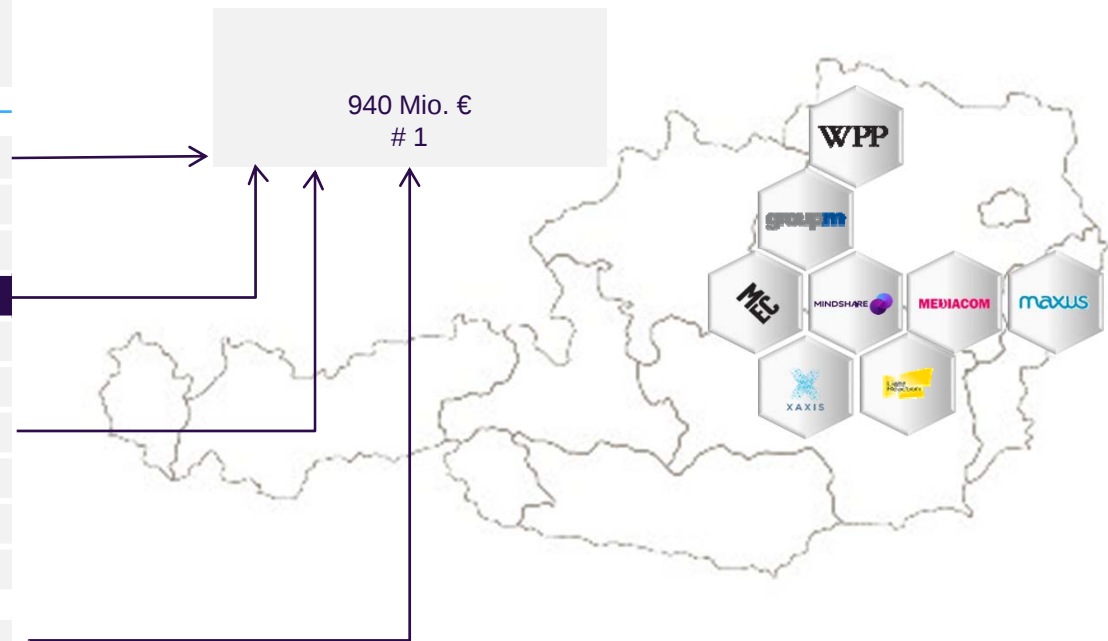
Mindshare Austria

Agentur Ranking

	Agentur	Billings in Mio. €
1 (1)	Mediacom	527
2 (2)	Media.at	382
3 (3)	Omnicom Media Group	243
4 (6)	Mindshare	230
5 (4)	Aegis Media	201
6 (5)	UM Pan Media	199
7 (7)	MEC	149
8 (9)	Vivaki Group	131
9 (8)	MEDIA 1	128
10 (10)	Initiative	80
14 (13)	Maxus	34

group^m

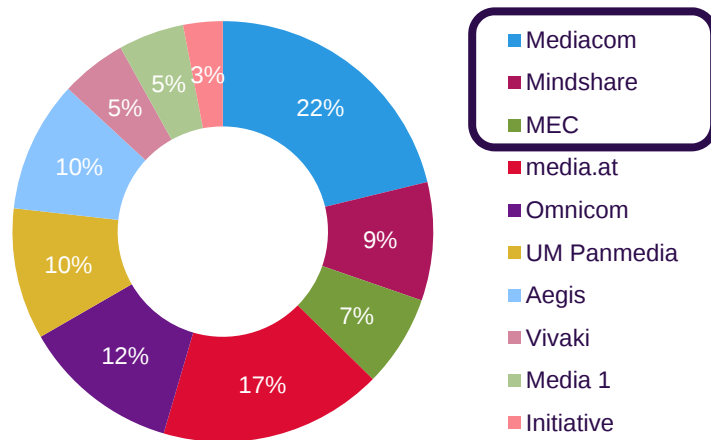
940 Mio. €
1



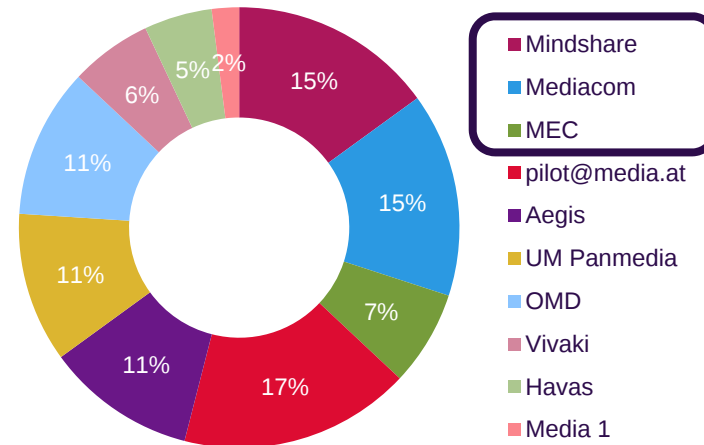
Mindshare Austria

GroupM mit 38 % Marktanteil und Verhandlungsmacht

Klassik Agentur - Gesamtmarkt



Online Agentur - Gesamtmarkt



GroupM Austria

Marktführer



GroupM /
Mindshare

940 Mio. € /
MA 38 %



OMG

242 Mio. € /
MA 13 %



IPG Network

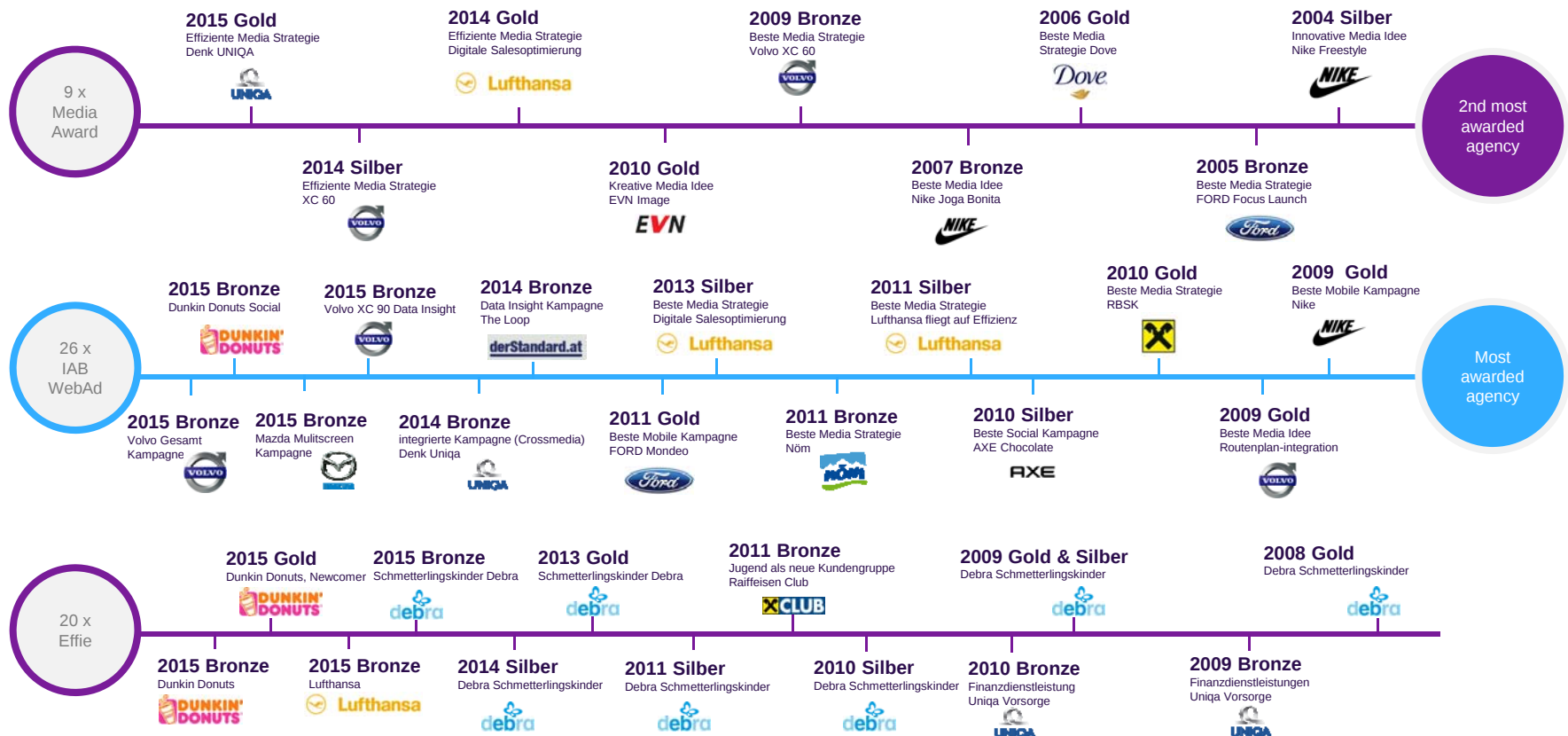
278 Mio. € /
MA 11 %



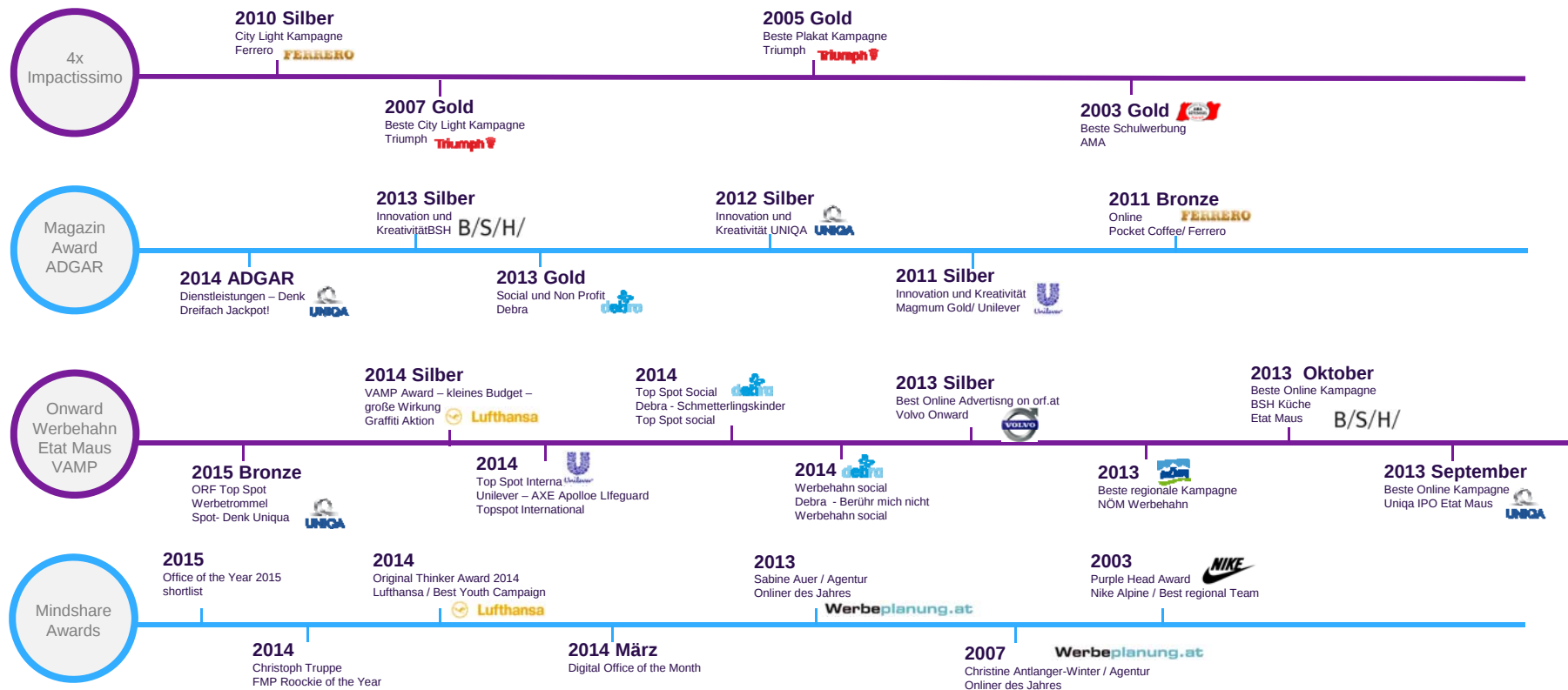
Aegis

201 Mio. € /
MA 11 %

We love to do great work: Awards



Mindshare Austria / Awards



Organisationsstruktur

One Mindshare

BUSINESS PLANNING

"ask and answer the BIG questions"

Prognose, Marktanalyse, Big Data Management, Exklusive Tools

Business Planning

Client Leadership

Invention

The Exchange

CLIENT LEADERSHIP

"21st century account management"

One face/one brain to the customer

INVENTION

"Creating the ideas you love to share"

Kreativideen, Awardwinning

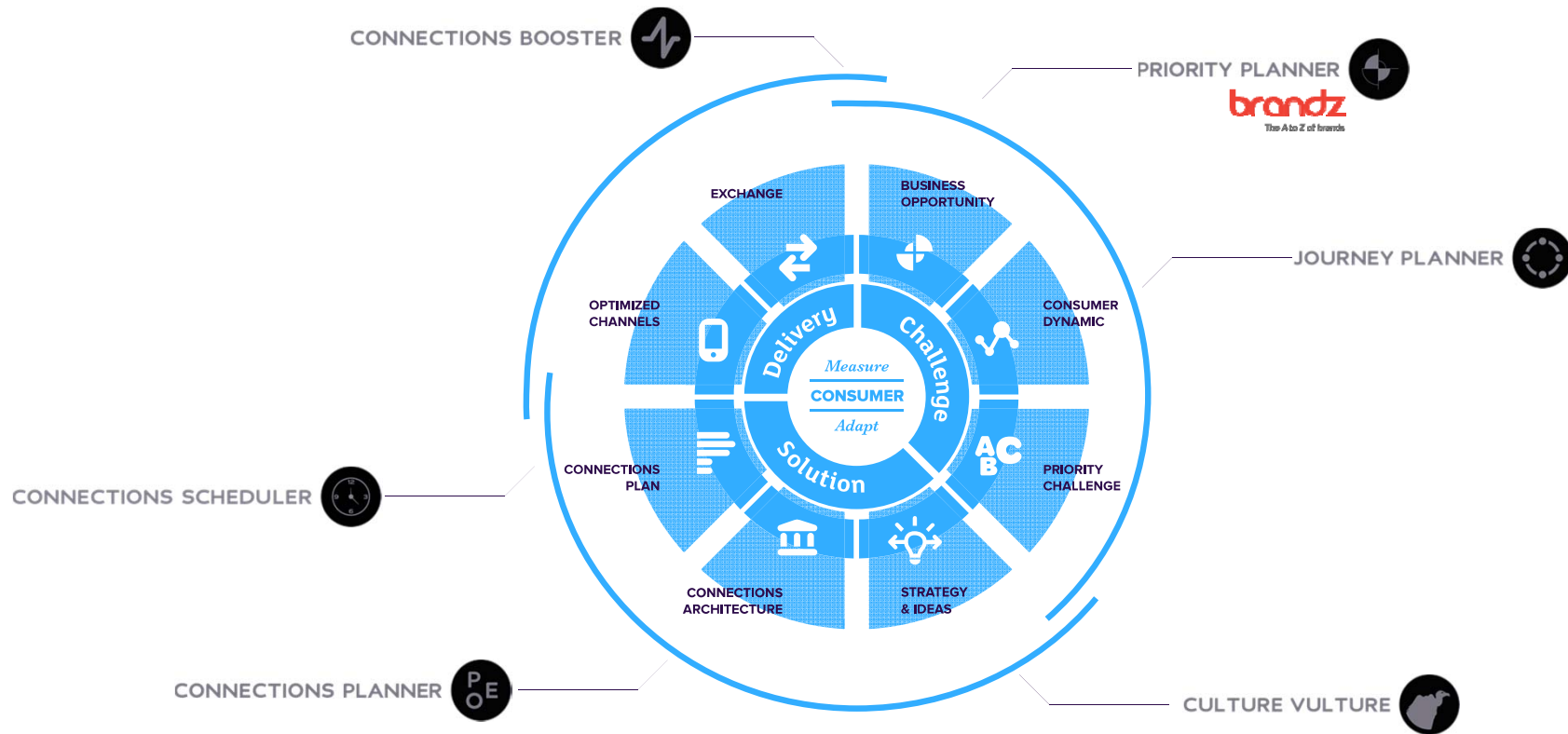
THE EXCHANGE

"making it happen"

Einkauf, Optimierung, Reporting



The global media framework



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